

Kalamazoo Public Library
OFFICIAL MINUTES OF THE BOARD OF TRUSTEES
PUBLIC MEETING
Date: July 23, 2012
Time: 4:00
Location: Central Library Board Room

TRUSTEE ROLE CALL:

Present: Fenner Brown, Robert Brown, Bruce Caple, Lisa Godfrey, James VanderRoest, and Valerie Wright.

Absent: Cheryl TenBrink

CALL TO ORDER:

President Godfrey called the meeting to order at 4:00 p.m.

AGENDA APPROVAL:

The agenda was amended to exclude item V. A. Code of Service. This item will be presented at a later Board Meeting. The amended agenda was approved.

I. RECOGNITIONS, RESOLUTIONS, COMMUNICATIONS

None.

II. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the Board.

III. CONSENT CALENDAR

A. *Minutes of the Board Meeting of June 18, 2012*

B. *Personnel Items*

- Employee Retirement
 - Valerie Osborne announced her retirement from KPL effective July 1, 2012. Valerie began work at KPL in May 2003. She held the KPLA 0.5 FTE Librarian I position of Branch Librarian in the Patron Services Department. During her interim, Valerie worked at the Oshtemo, Eastwood and Powell branches.
- Resignation
 - Melissa Diaz resigned from the KPLSP FTE 1.0 Library Assistant 4 position in Patron Services at the Oshtemo branch effective June 28, 2012. Melissa began her work at KPL as a Library Aide in April 1995.
- Employee Transfer
 - Mary Wischman was transferred to the KPLSP 1.0 FTE Library Assistant 4 position in Patron Services vacated by Melissa Diaz. Mary retained her Library Assistant 5 classification.

- Added Position Assignment
 - Patrick Jouppi joined the Marketing and Communication Department in the reduced KPLSP Library Assistant 4 FTE 0.5 position effective July 16, 2012. Patrick also holds the KPLSP Library Assistant 3 FTE 0.5 position within Local History.
 - Angela Fortin added the KPLA Librarian 1 FTE 0.5 Branch Librarian position vacated by Valerie Osborne effective July 16, 2012. Angela currently holds the KPLA Librarian 1 Librarian FTE 0.5 Branch Librarian at Oshtemo.

DISPOSITION: The Board accepted the Minutes of the Board Meeting of June 18, 2012 and the personnel items as presented.

IV. FINANCIAL REPORT

A. *Financial Reports for the Period Ending June 30, 2012*

Recommendation: Director Rohrbaugh recommended the Board accept the Financial Reports for the month ending June 30, 2012.

Discussion: Director Rohrbaugh mentioned that these reports reflect 12 months of financial activity though this is not the official year end.

MOTION: V. WRIGHT MOVED AND B. CAPLE SUPPORTED THE MOTION TO ACCEPT THE FINANCIAL REPORTS FOR THE PERIOD ENDING JUNE 30, 2012.

MOTION CARRIED 6-0.



V. REPORTS AND RECOMMENDATIONS

REPORTS:

A. *FSA Qualified Plan*

Presentation: Director Rohrbaugh reminded Board members that the FSA Qualified Plan was approved in theory at the June Board Meeting but that the library did not have this summary to present in full to the Board members. She asked Board members if they had any questions regarding the summary that they had now received.

Discussion: J. VanderRoest asked whether T. New and D. Schiller were comfortable with this new agreement and D. Schiller confirmed that they were. Director Rohrbaugh reminded Board members that the change outlined in this document was necessary as a result of employees having the option to adopt a high deductible health plan with a health savings account.

Disposition: Board members accepted the FSA Qualified Plan as presented.

B. *Fourth Quarter Strategic Priority Statistics*

Presentation: Director Rohrbaugh told trustees that they had once again been presented these results in two formats. The new horizontal format will be solely used during the 2012-2013 fiscal year. Director Rohrbaugh reminded Board members that the Summer Reading Games numbers in objectives 1.4 and 3.6 corresponded to last year's participation and that the library would have new numbers for this category after the games were concluded. These new

numbers will be presented in the first quarter statistics presented in October. She drew attention to objectives 3.1-3.4 indicating that they showed very strong circulation. Objectives 4.3 and 4.4 were not reached, but the survey 4.3 was completed prior to the teen area renovation which is expected to have a positive impact on future survey responses. Objectives 5.1 and 5.2 were not achieved, but 5.3 was greatly surpassed. Director Rohrbaugh mentioned that the Director's Report which was presented later in the meeting showed that our overall circulation was up 21% from the year before. Director Rohrbaugh cautioned Board members in regards to objective 6.1. EnvisionWare, which began being used during the fourth quarter, recorded patron use differently than SAM did and, therefore, fourth quarter numbers were not comparable with other quarters. She said that Goals 7 and 8 continued to be strong, though the programming goal in Local History was not met. Director Rohrbaugh concluded saying she believed the library had a strong year and that she was pleased with the progress.

Discussion: President Godfrey asked whether the library could attribute the strong numbers in objectives 3.1-3.4 to First Saturday@KPL. Director Rohrbaugh said that she thought this likely had a contributing factor to the growth in circulation. S. Warner indicated that she believed that during First Saturday@KPL, the library was not necessarily attracting a large number of new families but that the families that were coming to the library were staying at the library for a long period of time. These families are not seeing the library as only a place to drop in to check out materials, but as a destination where they want to spend a large amount of time.

B. Caple asked if there would be any changes made in programming for local history. M. Cockrell said that it was difficult for local history to attract the very large crowds to their events needed to reach their programming goal. He said that holding more programs could help this goal be reached, but that staff capacity did not allow for it.

R. Brown drew attention to Goal 5 asking if adult nonfiction circulation was being tracked. Director Rohrbaugh said that this number could be found but that it was not a designated objectives and that was why it was not reported on this form. President Godfrey suggested the library staff reevaluate what "reading, viewing, and listening for pleasure" meant since many library patrons find reading nonfiction pleasurable. Director Rohrbaugh reminded Board members that the decision to track fiction and not nonfiction for strategic planning statistics was made with them during the strategic planning process but that this objective could be changed to include all adult books. R. Brown stated that he brought up this question as a result of his curiosity wanting to know if nonfiction circulation had also risen.

President Godfrey asked whether the library tracked negative comments that were received on survey results. Director Rohrbaugh and M. Fritz reassured her that these comments were tracked but that most comments the library received on surveys were very positive.

J. VanderRoest asked Director Rohrbaugh if the objectives that were not met could be shaded so that there was a visual cue on the form for objectives that were not met. He also asked how the surveys were conducted. M. Fritz said that the surveys are short and simple to encourage participation. She also mentioned that the library may try a new tactic of using iPads for collecting survey results after programs in the coming year. The survey which received the greatest feedback was survey 5.7 which was conducted electronically. M. Fritz told Board members that the initial plan and schedule for surveys that was established at the onset of the strategic plan was onerous and that since then, the library had been trying to develop a better schedule and procedure for administering surveys. President Godfrey asked how the surveys

with iPads would be conducted. M. Fritz said that employees that were already scheduled to be at the events would be stationed near the exit asking patrons if they would be interested in completing a short survey using the device.

B. Caple verified that all of the reported results corresponded with the stated goals. Director Rohrbaugh verified that indeed these goals and results aligned. President Godfrey also verified that the number of people who were counted as participating in Summer Reading Games included people that signed up for the games and collected at least one prize. M. Fritz confirmed that this was the way the library had decided to track participation. R. Brown wondered if the library could offer an incentive of waiving fines for those who completed surveys. J. VanderRoest pointed out that this may result in only people with delinquent library accounts completing surveys.

Disposition: Board members thanked Director Rohrbaugh and other library employees for their information.

C. *Director's Goals*

Presentation: Director Rohrbaugh presented 14 goals for the 2012-2013 fiscal year. She mentioned that a number of goals were planning related, including numbers 1, 2, 5, 7, and 11. She said that number 5, which spoke to adjusting services and staffing to align with decreasing revenues, was an ongoing issue for a number of years.

Discussion: President Godfrey asked Director Rohrbaugh what she meant in talking about "21st century children" and Director Rohrbaugh explained that this was a child who was tech savvy with knowledge of how to use a computer, used ebooks, played video games, etc. Director Rohrbaugh said that number 12, which referred to exploring options for indexing the *Kalamazoo Gazette*, was one that she and M. Cockrell had talked about very often and that the task of trying to even contact the correct person was very complex.

J. VanderRoest asked how Director Rohrbaugh thought number 6 might be accomplished. She answered that the library may consider moving the children's room staff office elsewhere to expand the children's room. Director Rohrbaugh said that she was not sure this was feasible but that she believed it warranted consideration. She explained that it was quite common for libraries to have open play areas for children and parents to utilize and enjoy. This investigation may also include a reworking of the story room so that this space could be utilized more frequently. An additional consideration in developing this plan is the desire to bring children's AV material to the first floor. Director Rohrbaugh finished up by saying the need for more space in the children's area was both for collection space and public space.

V. Wright asked when planning for the 2014 millage would begin. Director Rohrbaugh said that the plan was to have the committee from the last millage reconvene sometime in the fall of 2012, saying that she hoped to have a greater amount of community involvement in the next millage campaign. President Godfrey also mentioned that the library was trying to monitor other millage votes that would be coming up for renewal around the same time as the library's renewal. Director Rohrbaugh said that the best time to have this vote seemed to be May 2014. J. VanderRoest confirmed that this millage was the smaller of the two millages. Director Rohrbaugh mentioned that in the past the Board had a long discussion about combining the two millages, but had decided that this would be too risky. Another idea that the library could consider is asking for the millage in perpetuity, though some members of the committee

planning for the millage believed that it was unethical to ask for perpetual millage renewal. President Godfrey reminded meeting attendees that the largest millage the library could ask for in perpetuity was 2 mils.

D. Legislative Update – Diane Schiller

Presentation: D. Schiller presented that the House and Senate reconvened for one day over the summer recess but no decision was made on the Senate Bill affecting MPSERS. They will meet for one day again in August and will likely attempt a vote. D. Schiller expects that some decision will need be made in order to ease the burden on school systems, though more changes may be made in the future after a study that is currently being commissioned is completed in approximately six months.

E. Property Tax Values for 2012 – Diane Schiller

Presentation: D. Schiller drafted a document that gave meeting attendees an overview of the changes in property tax values in Kalamazoo County and in Kalamazoo Public Library's district broken down by class. The overall drop in property tax values for the county was 1.92% from 2011 to 2012. She also presented the total taxable values by class for Kalamazoo Public Library's district. The next breakdown presented the change in taxable values by governmental unit for KPL's district. The City of Kalamazoo was the hardest hit with a decrease from 2011 to 2012 of 6.37%. This drop was larger than expected and the cause of the last minute budget revision that took place at the end of June and early July. The total drop in property tax values for KPL's district was 4.77%.

D. Schiller's last chart showed the change in personal property tax values for commercial, industrial, and utility personal property which dropped in whole 1.96% from 2011 to 2012 and provide approximately 10% of KPL's revenue. The senate bills related to personal property tax apply only to commercial and industrial classes which are valued at \$248,560,004 for KPL's district. She also explained that the bills further narrow their application to "eligible manufacturing personal property" which equate to all personal property that is located on a parcel of real property if that personal property is used more than 50% of the time in industrial processing or in integrated support, research and development, testing, quality control, engineering, or warehousing functions". D. Schiller again explained how the senate bills would slowly phase out personal property tax revenue with the largest drop occurring December 31, 2015. If this loss of revenue were to meet or exceed 2% of the library's total governmental revenue, then there would be the opportunity for the library to be reimbursed for the percentage lost over the 2%. With this threshold in place, the library would not be eligible for any reimbursement until at least 2015.

D. Schiller ended by saying the State Fiscal Agency had indicated that the estimated losses for authorities and special districts – including libraries – due to the effects of senate bills 1065-1072 is estimated at \$16 million and would be spread over approximately 10 years with 10-15% lost over the 2013-2015 time period and an initial loss in 2016 of approximately 75% when eligible personal property tax purchased before 2006 and after December 31, 2011 would become exempt.

Discussion: J. VanderRoest asked D. Schiller if she had an idea of how much of the decrease in property tax values was attributable to tax charge backs. D. Schiller said that the library reimbursed approximately \$212,000 in tax charge backs in the 2011-2012 fiscal year, the

majority of which covered a two year span. She estimated that a \$100,000 loss in tax revenue for the library would equate to approximately a \$250 million loss in property tax values as a result of Michigan Tax Tribunal appeals.

Disposition: Trustees thanked D. Schiller for her legislative update and presentation on property tax values for 2012 and senate bills 1065-1072.

F. Demonstration of New Catalog – Gary Green

G. Green gave trustees a presentation on Enterprise, the new KPL catalog, highlighting some of the main differences and enhancements from the old catalog. He demonstrated different ways to complete a search, narrow your results using faceted searching, and create and share lists. Enterprise uses “Google-like” searching correcting misspelled words, varying forms of words, and “Did you mean...?” results ranked by relevance. As the system is used more and more, it will begin filling in terms for popular searches.

One enhancement is the floating book lists that highlight new books at the library and the ability to create customized lists as a part of a patron’s library account. G. Green explained that he and J. Anderson are working through glitches that staff and patrons are experiencing with the catalog as well as adding new enhancements to the catalog to replace some of the helpful tools that had been utilized on the old catalog.

Discussion: J. VanderRoest asked if G. Green was relaying issues with Enterprise to SIRSI. He indicated that indeed he was doing this and that some of the issues were ones which SIRSI must work through as this is a new product that is continuing to be developed. B. Caple asked if renewing an item counted towards circulation. G. Green said that the library does count renewals as circs. J. VanderRoest asked if the eLibrary catalog would be taken away. G. Green answered that the old catalog would be eventually done away with in the future, but that this would be a few years down the road. There will be no more enhancements made to the old catalog but it will remain fully functional. President Godfrey asked if holds expire, in response to G. Green pointing out the expiration date column on the holds screen for a user’s account. He responded that they currently did not expire, but that this may be something that is instituted in the future.

Disposition: G. Green encouraged Trustees to share information about issues and things that they liked in the new catalog with him or Director Rohrbaugh. Board members thanked him for his informational report.

VI. COMMITTEE REPORTS

- A. *Finance and Budget Committee*—no report.
- B. *Personnel Committee*—no report.
- C. *Fund Development and Allocations Committee*—no report.
- D. *Director’s Building Advisory Committee*—no report.

VII. OTHER BUSINESS

A. *Board Discussion of Washington Square Branch Library Outdoor Programming Space*

President Godfrey began this discussion by giving an overview of how the plan for this space was originally conceived and developed stressing that this space was never intended to be built with library monies but funded with gifts or grants. Since this plan was originally developed in 2005 and 2006, the Kalamazoo Rotary Club has decided to celebrate their centennial by completing a large project for the community. The last project Rotary gave to the community was the band shell in Bronson Park. Director Rohrbaugh submitted the plan for the programming space at the Washington Square Branch to be considered as a project for Rotary. With the future uncertainty surrounding the finances of the library, Director Rohrbaugh and President Godfrey began rethinking the viability of the project knowing that it would require additional time and energy from FM and branch staff to maintain and utilize.

Director Rohrbaugh stated that she thought there were three possible outcomes from this discussion that could be brought before Rotary: 1) the plan would be left as is on the list of ideas for the project but that the library would explicitly state that it would be unable to help with funding the space, 2) the project would be withdrawn from the list, or 3) she would approach Rotary with more information about how the Board and library staff envision utilizing this space while detailing the issues brought up in this discussion. Director Rohrbaugh wanted to be sure that if this project was not withdrawn from the list of possible projects that the Board supported making this space a priority and would do all it could to make sure it was utilized to an acceptable level if funded by Rotary.

Director Rohrbaugh had asked S. Lindemann to estimate the cost of maintaining this space for the year, which amounted to approximately \$5,000. President Godfrey suggested that with Rotary funding this project, they may see this space as belonging to the community as a whole, which would result in the library having less control over the space. There were no restroom facilities included with this plan.

R. Brown said that the estimated cost of this project would be higher now than when the plan was initially developed. He asked if use of this space might fall under the current Meeting Room Policy. President Godfrey answered that it could but that it would be very difficult to monitor this, especially at times when the library was not open. The library would have no way of policing the space. She also stated that the library would have no way of knowing what its liability would be with this space.

F. Brown asked what kind of library programs the space would be used for. Director Rohrbaugh answered that this space could be used for story times, concerts, and author visits among other things. R. Brown stated that terrain had the contours of a natural amphitheater. B. Caple asked what the cost would be for programming in the space. Director Rohrbaugh said that the actual programming costs could be folded into the current programming budget but that staffing costs would likely go up since the space was outside of the building. President Godfrey reminded other Board members that this plan was conceived before the Strategic Plan and prior to library staff being reduced by more than 10%. Director Rohrbaugh stated that originally the library thought it could do more programming if this space was built, but with tightened budgets this was an unrealistic idea today.

J. VanderRoest stated that it would be nice to have another public programming space but having recently cut the Bookmobile, reduced branch hours, and reduced staffing, adding this space could send the wrong message to the community, even if it were funded outside the library. He also recalled that one of the perks of this space when it was conceived was that it would improve drainage. If this issue still remained, J. VanderRoest suggested we consider only doing the rain garden which could be funded by the library. Director Rohrbaugh said that this had become much less of an issue in recent years. S. Lindemann added that the rain garden would take significant upkeep to maintain.

President Godfrey said her biggest concern was the uncertain economic conditions with the possible elimination of personal property tax and real property values continuing to drop. The budget for the current fiscal year is approximately two million dollars less than what it was when this plan was developed. She stated that the library staff had leaned down substantially and that future cuts may need to look at whether or not the library could maintain the number of branches it currently has. With the Washington Square Branch being so close to Central Library, this could be a logical branch to consider further reducing.

B. Caple said that he would be very hesitant to push the project along because of all the issues raised during this discussion. Director Rohrbaugh said she worried about the space being funded and not being able to utilize it to a level that was acceptable to Rotary. B. Caple responded that he was much less worried about possible security issues than our possible inability to utilize the space to its potential. V. Wright said that she worried that the community would have the perception that the library was funding this project as well as Rotary and that there would be negative repercussions as a result of adding this new space while cutting other major services.

B. Caple asked if any Board members felt strongly that the library should push this project forward to which F. Brown answered he thought the library should stating that he did not think programming the space would be a huge issue. He continued that he thought there was a need for this sort of space in this community but that his greatest worry would be controlling the space citing common issues seen at the Arcadia Creek Festival site such as drug and alcohol use in the children's playground area. He suggested the library streamline the request to Rotary and better indicate what the library would need from Rotary for this project to be a success if chosen. F. Brown also suggested the library could consider fundraising options for maintaining the space.

President Godfrey said that she agreed with all the things that F. Brown had mentioned but that she was very worried about future economic uncertainties for the library. She mentioned a number of initiatives that were currently underway that were improving this neighborhood. F. Brown said that he understood these worries but that he saw this as a way to get in at the ground level. President Godfrey suggested the library approach Rotary with a reworked proposal and a message to the committee that is examining the projects that if they are serious about possibly choosing this project, it is advisable that they speak with representatives from the library first to acquire more information on it.

President Godfrey added that the Rotary stage in Bronson Park also included an endowment for helping to upkeep the space and mentioned that if the library decided to tweak the proposal for Rotary, that this could be added as well. The budget could also be changed to reflect today's prices and any additional facilities, such as a fence or restroom. J. VanderRoest asked if any

grants were known of that could fund parts of this project if Rotary were unable to completely fund it. Director Rohrbaugh said that library staff had looked for grants in the past for this project but that no research had been done lately. J. VanderRoest asked if the rain garden was necessary for the project. S. Lindemann answered that this was a necessary part of the plan due to the drainage of this area and that if the rain garden was not installed there would still have to be some designated area for water to drain. S. Warner recalled from the original plan discussions that the rain garden was a way of ensuring the ground was the appropriate level of saturation to be used by groups of people as an amphitheater and stage and was not to have an effect on the ground water level and subsequent flooding issues in the basement of the Washington Square Branch. J. VanderRoest asked if the Washington Square Branch currently had a handicap accessible connection to the nearby apartments. After Director Rohrbaugh responded that there was no sidewalk connecting the library and the apartments he suggested that there may be grant money available for this connection.

President Godfrey told meeting attendees that she thought the library could urge Rotary to set up an endowment that would provide \$5,000-\$7,000 per year for upkeep of the space. R. Brown asked what the plans for the Creamery sight were. President Godfrey said that she understood the plan was to build retail and apartment space. R. Brown asked if there was a plan for any green space and she answered that there was no green space planned other than small patches of grass. B. Caple asked Director Rohrbaugh if she would be comfortable approaching Rotary with the concerns voiced in this conversation and she said that she would write them in a letter with President Godfrey on behalf of the library as an amendment or supplement to the original proposal. J. VanderRoest advised Ann that he thought it would be the best idea to make an inquiry with Rotary about the interest and parameters of the project.

MOTION: J. VANDERROEST MOTIONED AND F. BROWN SUPPORTED THE MOTION TO AUTHORIZE DIRECTOR ROHRBAUGH AND PRESIDENT GODFREY TO CONTACT ROTARY AND DETERMINE WHETHER ROTARY WAS INTERSTED IN AND WILLING TO PROCEED WITH THIS PROJECT IN A WAY THAT WAS ACCEPTABLE TO THE LIBRARY AND TO SHARE THIS ANSWER WITH THE BOARD FOR FURTHER DISCUSSION AT A LATER DATE.

MOTION CARRIED 6-0.



B. Director's Report

Presentation: Director Rohrbaugh highlighted number one and the fact that she had changed the categories in the Director's Report to reflect the priorities in Strategic Plan. Next she talked about the successful book sale the Friends had as well as their ongoing membership drive. Number four discussed the change in the connection between the Oshtemo Branch Library and the Oshtemo Township Park which resulted in an extra cost to the library. She reminded Board members of number six and the attached committee reports. Numbers 11-17 presented strong program attendance and circulation. IT improvements were mentioned in numbers 21-23. Lastly, she drew attention to the attached statistics which showed an overall increase in circulation from the previous fiscal year of 21%.

Discussion: President Godfrey commented on how well K. Santamaria did in the MLive chat about summer reading.

Disposition: Trustees thanked Director Rohrbaugh for her report.

VIII. PERSONS REQUESTING TO ADDRESS THE BOARD

No one addressed the board.

IX. COMMENTS BY TRUSTEES

- J. VanderRoest mentioned that he was recently contacted by a friend on Facebook who was upset that the Washington Square Branch Library was not open as many hours on the weekend. Director Rohrbaugh was able to respond to the patron but J. VanderRoest saw this as another example of how strong community support for the library was. He told Director Rohrbaugh that he appreciated her quick and courteous response to the patron.
- J. VanderRoest also asked library staff if they had noticed patrons coming to the library to cool off during the hot summer days and, if so, were library staff making patrons feel welcome. Director Rohrbaugh said that indeed this seemed to be the case. J. VanderRoest said that he thought this may be something the library could promote in the future.
- R. Brown mentioned that all he hears about the library from the community are positive comments.
- F. Brown thanked those who had supported him during his term as president of RotarAct. He also mentioned that his next article for Foreign Publications would be published soon and would be written in Italian.
- B. Caple mentioned that he had visited the Seattle Public Library on a recent trip saying this huge and highly designed building was very impressive. He also recently drove by the public library on Mackinac Island while on vacation.
- V. Wright said that she enjoyed the story on number 29 of the Director's Report. She asked if staff members were tracking these stories that could be used during the millage campaign. M. Fritz said that one thing the library was starting was Geek the Library videos and that these would be used to help promote the library during the millage.

X. ADJOURNEMENT

Hearing no objection, President Godfrey adjourned the meeting at 6:28 p.m.

X_____
Robert Brown
Secretary